



Cochise County Tourism Council
Meeting Minutes
December 3, 2015
Cochise County Bldg G
Bisbee, Arizona

Meeting called to order at 9:10 AM

ROLL CALL

Benson-	Bob, Laura
Bisbee -	Jen, Christina
Sierra Vista-	Judy
Tombstone -	Moe, Steve
Douglas -	Patty, Humberto
Willcox -	Alan, Brenda
County -	Lisa
SEAGO -	
Cochise College-	
PR -	

Guests- Deb DiBiasie

Call to the Public:

Minutes: Judy made motion to approve minutes of the October meeting. Seconded by Bob
Vote taken, motion passed.

Treasurer's Report: Lisa presented the new budget form, she stated that the format is still
basically the same but at the top they put revenue so we know when that is coming
in every month against our budget.

Committee Reports

1. **Media Communications & PR** – Alan stated that the PR meeting will be held after the world tour in Tucson. Alan also mentioned that it looks like our Facebook is growing a little bit bigger.

Discussion/Action: Items that the Cochise County Tourism Council will discuss or take action on..

1. **Arizona Office of Tourism World Tour and how to encourage tourism related businesses to attend** - : Alan explained what the Arizona Office of Tourism is all about and announced that it will be held on Thursday December 10th at OMNI Tucson National Resort from 8:30 – 2:00, fee is \$20.00.
2. **KJZZ Travel show report and decision to continue to attend this show or attend another show to be determined at a later date.** – Lisa stated that her and Gussie attended the travel show to represent the County, Lisa kept a total of people that she talked to and in two days she had a one on one conversation with ninety people and out of those ninety people only ten hadn't really heard of Cochise County.

3. **Discussion and/or decision to attract Canadian visitors** – Bob stated that he recently took out an ad in RV West magazine for \$341.00 to be on the Arizona page of Visitor Centers and things to do.
4. **Discussion and/or decision to attract Sonoran Mexican visitors through the destination Marketing Organization – Where is the Cochise County Tourism Council and the Plaza Hotel on Travel itineraries?** Humberto stated that he was able to get in contact with one of the representatives there at the Hotel and they told him that the two people that was interested in that are no longer working there but that they are still very interested in continuing with it and will get in contact him. Judy said that they advertise with El Imparcial. Jen said that they advertise with the sun Magazine.
5. **Discussion and/or decision to award bid for the publishing of the “Land of Legends” Magazine.** Bob has a bid coming and should have it this afternoon. Alan stated that we need to get this done, it is a priority.
6. **Discussion and/or decision to approve the Cochise County Tourism Council to request proposal for “Arizona Highways TV” to film a television episode on the Border Communities.** Alan stated that one of our struggles is the public relations that is negative on how unsafe the border is. Jen suggested that we show the video of people in it enjoying hiking, dining etc. instead of someone just talking about it. Bob made a motion to contact Bob Hammon to come down and explain the different options that we might have for a video, seconded by Steve, vote taken, motion carries.

Community Announcements:

Benson – Light parade December 12th 6:30 – Christmas on main – Christmas tree lighting ceremony..

Bisbee – Bisbee welcomed record labels sub pop from Seattle - Community Montessori school winter fair December 5th 3-5 – A Bisbee community chorus December 5th 7:00 and December 6th 3:00 – Bisbee after five December 12th – For the Love of music December 11th and 12th – Rebranding rollout December 10th, 12th and 16th – Bisbee Economic luncheon December 10th.

County – Hosted a meeting on December 1st with the International Mountain Bicycling organization, Patrick Kell is looking to get a grant funded bicycle plan to design/construct mountain biking trails and trail heads in the County and is looking to get a grant from the Legacy Foundation. 2016 Election dates, Presidential Preference – Tuesday, March 22, 2016, Primary - Tuesday, August 30, 2016, General November 8, 2016

Sierra Vista – Parade of lights, December 5th – Travel writers December 5th,

Douglas – 4th Annual Douglas on Ice, Christmas Ice Skating Event December 19, 2015

Tombstone – Last month they hosted a couple of journalist from Scotland that was set up through AOT. Tombstone at Twilight December 26th

Willcox: Christmas parade December 5th. The rest stop in Texas canyon is going to be closed for six months for renovation. Birding and hunting season.

Patty made a motion to adjourn, Seconded by Laura

Next meeting to be held at the Small Business Development Center in Sierra Vista

Meeting Adjourned: 11:46 p.m.